

# Wine Industry Metrics - July 2014

## Wines Vines Analytics

### Metrics Show Steady Growth as Harvest 2014 Arrives

Healthy growth rates prevailed in the Wine Industry Metrics through July, as off-premise sales increased 6% in the past year, and both direct-to-consumer shipments and the Winery Job Index grew by double digits. The growth rates of off-premise sales for the month and the past year shrank by 1% each since January, but the rate of DtC sales grew by 2%. Perhaps the most immediate sign of winery optimism was the 12-month growth rate of 19% for winery job activity, according to Winejobs.com.

| Off-Premise Sales IRI Channels » | Month     | 12 Months   |
|----------------------------------|-----------|-------------|
| July 2014                        | \$568 mil | \$7,701 mil |
| July 2013                        | \$533 mil | \$7,128 mil |

| Direct-to-Consumer Shipments » | Month    | 12 Months   |
|--------------------------------|----------|-------------|
| July 2014                      | \$61 mil | \$1,674 mil |
| July 2013                      | \$56 mil | \$1,517 mil |

| Winery Job Index » | Month | 12 Months |
|--------------------|-------|-----------|
| July 2014          | 308   | 219       |
| July 2013          | 283   | 187       |

Data sources: IRI, ShipCompliant, winejobs.com



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